

Digital Television Transition

Sample Press Release #1

[Cut and paste this press release onto your organization's letterhead. Be sure to double-space. If the press release runs more than two pages, consider using a smaller typeface or line-and-one-half spacing, or edit the text.]

FOR IMMEDIATE RELEASE: [Insert date]

CONTACT: [Insert name, phone number]

[NAME OF YOUR ORGANIZATION] URGES TV VIEWERS TO GEAR UP FOR THE CONVERSION TO ALL-DIGITAL TELEVISION

[Your City and State] -- After February 17, 2009 analog TV transmission will end. After that date, most TV broadcasting will be digital. Currently most TV stations are broadcasting in analog and digital and viewers with digital televisions are already enjoying DTV, digital television.

[Your spokesman] said, "February 2009 will be here sooner than we think. Now is the time for us all to get up to speed on DTV: what is it; what does it mean to me; what do I need to do? We at [your organization] encourage everyone to educate themselves on this important issue."

DTV will transform your television viewing experience. Images and sound are captured using digital technology, delivering a movie-quality experience, multicasting and interactive capabilities. That means better quality, more choices, and more control over your television.

Viewers who currently get their signals "over the air," using a rooftop antenna or rabbit ears, will have to make some adjustments. Either they will have to buy digital television sets, or they will have to obtain converter boxes to change the digital signals to analog.

Beginning in 2008, U.S. households may be able to obtain up to two coupons worth \$40 each toward the purchase of converter boxes. The program will be run by the National Telecommunications and Information Administration, which will issue rules regarding the coupons in the future.

If you are a cable or satellite customer, you may need a set-top box to receive DTV signals and convert them into the format of your current analog television, even after the DTV transition is complete. A DTV set-top box also may receive multicast channels and high definition programming and display them in analog picture quality. Check with your cable or satellite provider to determine if and when you will need a set-top box.

Why is the country converting to digital? The obvious answer is that digital technology delivers a much improved television picture and sound. Less obvious, but just as important, is that converting to DTV will free up parts (bands) of the scarce and valuable broadcast spectrum. Analog spectrum will be returned to the government by television stations. This spectrum will go to public safety services so our police, fire and first responders can communicate more efficiently; and to companies offering advanced wireless services. The spectrum going to advanced wireless services will be auctioned, with the proceeds going to the U.S. Treasury.

There are many sources of information about the digital transition but one of the best is the government's Web site www.dtv.gov. It contains information on what DTV is, questions consumers should ask when purchasing new television sets, what programs are available in DTV, and much more.

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